

Article

Illocutive analysis of the emotive language in English

Kenul Abdurehmanova

Department of lingvo-culture, University of languages of Azerbaijan, The Republic of Azerbaijan, Baku city, kenulchik@gmail.com

Abstract

The following article talks about illocutive analysis of emotive language in English. Since language is an important mean of communication between human beings, it is held that writers or speakers can affect their readers or hearers by using certain linguistic means. The study identifies discursive and linguistic features, which realize cognitive, emotive, parallel and reactive empathy and suggests that imitation, simulation and representation could be non-exclusive processes. The manipulation of semantics and syntax, namely the use of emotive language is seen as an affective means resorted to by text producers to influence the people's acceptance of the truth. Emotional language aims ultimately at persuading the addressee to accept the facts as they are presented by writers. It is regarded as a necessary condition for persuasion to be successful. This is due to the persuasive force of emotive meaning exerted upon the receiver.

Keywords: emotive, speech act, illocution, text,

© the author(s)

Introduction

According Wikipedia Illocutionary act is a term in linguistics introduced by the philosopher John L. Austin in his investigation of the various aspects of speech acts.

For example, in uttering the locution "Is there any salt?" at the dinner table, one may thereby perform the illocutionary act of requesting salt, as well as the distinct locutionary act of uttering the interrogatory

sentence about the presence of salt, and the further perlocutionary act of causing somebody to hand one the salt.

The notion of an illocutionary act is closely connected with Austin's doctrine of the so-called 'performative' and 'constative utterances': an utterance is "performative" if, and only if it is issued in the course of the "doing of an action" (1975, 5), by which, again, Austin means the performance of an illocutionary act (Austin 1975, 6 n2, 133). According to Austin's original exposition in *How to Do Things With Words*, an illocutionary act is an act (1) for the performance of which I must make it clear to some other person that the act is performed (Austin speaks of the 'securing of uptake'), and (2) the performance of which involves the production of what Austin calls 'conventional consequences' as, e.g., rights, commitments, or obligations (Austin 1975, 116f., 121, 139). Thus, for example, in order to make a promise I must make clear to my audience that the act I am performing is the making of a promise, and in the performance of the act I will be undertaking an obligation to do the promised thing: so promising is an illocutionary act in the present sense. Since Austin's death, the term has been defined differently by various authors.

The methodological base of the research were the ideas and concepts presented in the works of domestic and foreign linguists in the field of language and emotion in general, in particular emotion at the lexical level (NA Lukianov, TV Matveeva,

VN Telia, and B. Arnold, D. E. Rosenthal, VV Vinogradov, ND Shmelev, W. Chafe, E. Parr, EM Galkina, Fedoruk V.I. Shahovsky, EM Wolf, R. Kiselev, ND Arutyunov, VK Kharchenko, EY Myagkova, AA Reformatsky, MA Telenkova, F. Buslaev, Shakhmatov, L. Bloomfield NS Pospelov, O. Jespersen, IR Halperin); in pragmatics (Charles W. Morris, John. Searle, V. Stepanov, George. Austin L. Schaff, D. Lyuiz, SK Ogden, E. Benveniste, VI Karasik, LA K. Graudina, ND Arutyunov, LV Gromozdova); Translation (AD Schweitzer, VG Gak, Yu Lwin, K.I. Chukovsky, AV Fedorov, T. Found LK Latyshev, O. Kade, U. Weinreich, A. Neubert, RK MinyarBeloruchev A. Kurella).

History research emotive text

At the beginning of the XIX century Wilhelm von Humboldt noted that language as a human activity full of feeling. Since linguists began to study the language in close contact with a person, including his emotions, this issue so far seems to have been exhausted. But despite the almost comprehensive study in linguistics concepts such as "emotional", "projected", "emotiveness", "expressive", "connotation" in some writings, they continue to be used interchangeably, which is not surprising, since all these concepts - spokesmen subjective opinion of the speaker, which may relate to the subject of speech situation, the interlocutor. We consider it necessary to distinguish between the understanding and meaning of these terms, to explore the dif-

ferences in their use. All that the individual is aware of at this point in time, can be divided into two parts: that relates to external objects of the world perceived by the senses, and that is coordinated with the subjectivity, which includes everything relating to the inner world of the individual, his I-thoughts, experiences, and other (Beardsley, 1958, p. 34), and "emotion included in both parts of consciousness, resulting in interpenetration rational and emotional" (Shakhovskiy, 2002, p. 112). The subjectivity of the speaker has the ability to represent itself as the subject; its foundation lies in the process of language use, and enables two-sided subjectivity of language communication (Benevise, 1974, p. 296). Indeed, it is difficult to imagine it without an expression of this very subjectivity: first and foremost, without personal pronouns referred to time and place, without emotion. Scientists have long tried to isolate from the variety of human emotions so-called basic, basic or primary (see: Plutchik, Kemper, A. Wierzbicka), while A. Wierzbicka argues that such a range of emotions depends on the mother tongue (Wierzbicka, 1999p. 505). E.M. Wolf separates the specific emotional states (such as joy, anger) with a certain character from nonspecific emotions (e.g., anxiety, nervousness), which indicate the deviation from the norm, tranquility without specifying the nature of emotions (Wolf, 1985, p. 59). However, in every language there are categories or concepts such as "happiness", "sadness" and others, and certainly there are different

ways of expressing these emotional experiences. Emotions as a psychic reality are reflected in all the works of human speech. On the other hand, emotions affect the characteristics of perception. In the case of a language picture of the world representation emotions included in this picture of the world as an object of reflection and at the same time create opportunities simulated world, because they themselves are the way of reflection.

This dual nature of emotions manifested in language and speech. Namely, the distinguished linguistic means of expressing emotions (emotions act as a way of reflection) and language tools for describing emotions (emotions serve as an object of reflection). There is a constant mutual influence of the real world and emotional state. On the one hand, the perception of the world and its reflection in language and speech depends on the emotional state of a person.

On the other hand, the surrounding reality, reflected in human consciousness affects his emotions through the evaluation mechanism.

One of the main features of the text of a work of art is its anthropocentric character as a subject of the image is a man with his thoughts, actions, feelings and emotions. Emotions- integral part of human existence, so the writer (author), creating a work of art, not only describes the objects, phenomena, events, but also penetrates into the sensual sphere of existence, describes the emotional state of a person (character),

while expressing their own (or character) emotional attitude to the situation described. Thus, in the text of a work of art the author creates emotive fragments «from author "or «from hero."

In recent years, the interests of linguists increasingly rush to the study of "human feelings". The realization that "language is the heart" and "a heart language" leads to the creation of new works, which studied the interaction of emotions and language.

The study of emotion as a linguistic category has a long history of linguistic, as the ancient philosophers have noted influence on the verbal behavior of the individual test them (under the influence of various causes) emotions. Currently, many leading scientists have attempted to diversify explore emotional language from different angles and positions. Thus, the process of formation of emotional language is inextricably linked to the various aspects of psychology and physiology (Vygotsky (1934), Penfield (1964), Rubinstein (1973), Vasiliev (1980), Wolf (1996)), linguistics (Pierce (1958), Benveniste (1974), Avrorin (1975) Wierzbicka (1999) Shahovsky (2002)). But until now, scientists' opinions differ on many issues relating to the interpretation of the term, the structural and semantic components of this class, its borders, and values. In addition, the study of the language of emotion almost did not affect the area of pragmatics, while the interest in the proper communication of the statements by linguists constantly growing,

there is a large number of scientific papers devoted to the comprehensive study of the pragmatic function of language, development and unification of the theory of speech acts, which analyzes the process of generation and perception of information classified types of speech acts, explores the final communicative effect and how to maximize the impact on the addressee (Morris (1983), Arutyunova (1997), Pelts (1999), Lyuiz (1983), Austin (1999) Searle (1986)). Language emotion includes means to implement at different levels. Class emotionally-estimated lexicon - the most agile and open class language, at the same time he was actively used in speech communication, as a universal means of expression of subjectivity. The linguistic nature of the emotional-evaluative vocabulary allows it to be implemented very wide and varied, is a leading component in terms of human speech, while still unresolved questions remain concerning the interpretation of the term, grading and classification, the boundaries of the class. Most controversial in the emotional structure of the language is a class of interjections, despite the centuries-old experience of its study and description (Shakhmatov (1941), Arnold (1959) Vinogradov (1975) and others). The inclusion of interjections in the class of vocabulary in general, in the broadest sense, and in Division emotional vocabulary - in the narrow, resolved ambiguous because of extraordinary linguistic nature of interjections that have features of both significant and words (Kruchinina (1998),

Jespersen (1958), Vinogradov (1975), Bloomfield (1968)). This similarity with the class of interjections emotionally-estimated lexicon is most evident in their analysis from a pragmatic point of view. Differentiation interjections often limited by their structural features or emotional semantics in the absence of in-depth analysis of each subclass. In this paper, we tried to put together a variety of viewpoints on the nature of the emotional-evaluative vocabulary at all, to streamline its terminology and classification. The interest in expressive language originated after been adequately studied nominative proper sphere, as emotions - "a form of reflection of the world, indicating the spiritual experiences, a sense of excitement" (Shakhovskiy, 2002, p. 181). For a long time in domestic science was dominated by a formal approach to the definition of the emotional component of lexical meaning, because sometimes even the linguist has difficulty in explaining the preference of either option. The presence of the word emotionally-estimated color is sometimes defined as an assignment to the functional style of "emotional expression evaluation is based on various stylistic tightness marked synonymous words (above neutral: high, Poet., Book; below neutral: SPEECH, Simple, and others) that is the basis of the positive or negative qualification referred to the object" (Novikov, 1990, p. 446). But to say that all the lofty words are positive, and conversational and colloquial - negative emotional, it would be incorrect (Shevchenko, 2003, p. 28), as it is

impossible to underestimate the importance of context in determining the negativity / positivity, emotional / neutrality, as well as the presence in the language of words, the structure of which is already emotional and evaluative component. For example, the presence of emotional coloration indicates the impossibility of such combinations (in this case refers to the orientation of ironic): "I thank you for cowardice," "damn right" (Sklarevskaya, 1978, p. 67). Thus, "the actual stylistic Sticky words and expressive orientation are two different characteristics" (Shmelev, 1997, p. 166). Domestic linguistic tradition does not allocate expressive lexical units as a separate class, and considers them from different angles: the semantic, psychological, socio-linguistic, physiological, and others. Modern science does not clearly distinguish between these two approaches, emphasizing their relationship and interaction. For example, some psychologists, on the basis of experiments conducted, argue that the emergence of emotions and equally important physiological reasons, and understanding the situation. For example, a meeting with an armed man in a dark alley can cause physiological arousal, but the emotion of fear is determined by the cognitive interpretation that may result in this situation (Wolf, 1996, p. 139). From the point of view of semiotics, emotion - it is also a sign, along with the sign-person sign-thought. Even Charles S. Peirce pointed out: "Everything is for us the slightest interest in us is special, even a minor emotion" (Peirce, 1983, p. 67).

Vygotsky was in isolation from the intellectual side of consciousness affective saw one of the major defects of traditional psychology. According to him, between the emotional and intellectual process of thinking there is a natural link: "Who tore thinking from the beginning of the passion, he always closed his way to an explanation of the reasons for thinking, because thinking involves the analysis of autopsy motive thoughts, needs and interests, motives and trends that guide the movement of thought in one direction or another" (Vygotskiy, 1934, p. 14). S.L. Rubinstein considers thinking as a set of intellectual and emotional, and emotion - as a set of emotional and intellectual (Rubinstein, 1973, p. 97-98), and the qualitative difference is the predominance of one or another component. Emotions are part of human intelligence. And the formation of consciousness, according to I.A. Vasilyev, VL and Poplozhnomu O.K. Tikhomirov, occurs during an emotional activity as activism can not be impartial, consequently, stands out not rational consciousness and emotional dominant, we cannot think or speak without emotion (Vasilyev, 1980, p. 30). In addition, it is proved that in the process of remembering emotional information is absorbed quickly neutral, because the emotional memory of involvement of "animating emotional traces of previously experienced person, that is, the transfer of his emotional experience from one situation to another" (Penfield, 1964, p. 210). Theories about what emotions are preverbal

component of cognition, held by many scientists, including William Gray, C. Bally. W. Gray argues that all knowledge is encoded emotions, this view is supported and psycholinguists who claim that there is no emotive language-neutral, and all emotive language.

Emotion, intelligence and thinking - kind of indissoluble unity, with some scholars acknowledge the existence of emotional intelligence - the human ability not just to express any emotion and express it according to the situation, but for a successful communication the interlocutors must have a "common emotional center of coordination communication" (Shakhovskiy, 2002), otherwise they can expect failure. It's hard not to agree with the considered views, no doubt, emotions play a decisive role not only in behavior but also in acts of consciousness of human cognition.

For any person "naturally react emotionally to the world" (Telia, 1981, p. 203). Emotional function of language, according to VA Avrorin is leading, along with the main - communication (Avrorin, 1975, p. 34). This emotion often manifested in oral language. Wrote Vinogradov, "colloquial vocabulary usually inherently emotionally painted saying" (Vinogradov, 1975). In addition, "most emotive cause, in some cases mobility of semantic boundaries of spoken words, they acquire additional connotations, can easily become a multi-valued" (Qalperin, 1958, p. 83); it is often colloquial vocabulary has a bland subject-logical meaning, namely "tone and expres-

sion as the methods of communication are made albeit not before the words or phrases, but, in any case, at the same time with them" (Losev, 1982, p. 23). In psychology and common use, emotion is an aspect of a person's mental state of being, normally based in or tied to the person's internal (physical) and external (social) sensory feeling (Zhang et al., 2008). Emotion identification from natural language texts has drawn the attention of several information processing communities, e.g. reviews (Turney, 2002), news (Lin et al., 2007), Question Answering (Wilson et al., 2005), Information Retrieval (Pang and Lee, 2008). Several efforts have been made by the natural language processing researchers to identify emotion at different level of granularities such as word, sentence or document (Ku et al., 2006; Das and Bandyopadhyay, 2009b; Das and Bandyopadhyay, 2010). But in many domains of text, the values of individual phrases may bear little relation to the overall sentiment expressed by the text. Just like words, phrases are considered as the informative and emotion expressive units of any sentence and are used in identifying document level emotion tags (McDonald et al., 2007). Hence, the current dependence on individual word level information to identify sentential emotion has motivated the search for phrase level clues.

The emotive meaning of a word can be clearly understood if we introduce the notion of neutral meaning. It denotes the

unemotional communication: Stylistic of emotional word and constructions are easily sensed when they are set against the non-emotional words and constructions. Linguistic pragmatics as a way of functional characteristics of emotionally-estimated lexicon

The structures of emotional and evaluative vocabulary informative and pragmatic functions are equivalent, as one component of a modification entails a modification of the other. There are 4 types of interaction of these things: 1) nuclear informative sema + zero pragmatic ("TV", "on", «over», «electricity») - the words, the structure of which there is no connotation, but in a certain context and they can carry out pragmatic function; 2) nuclear informative sema + nuclear pragmatic ("fraud", "muddler", «bull-faced», «murderer»), both components are equal; 3) nuclear informative sema + peripheral pragmatic Skye sema ("miserable», «sad»), the pragmatic function is secondary; 4) nuclear pragmatic sema + peripheral informative sema ("disgusting", "magnificent", «perfect», «delicious»), it is possible to carry and interjections, such words are not used to inform the speaker and, above all, to act for destination (Kiseleva, 1978, p. 83). The Trace seed differentiated according to the following types: 1) substantive ("walk"); 2) deictic ("I", "you"); 3) relativity ("in", "on"); 4) emotional (interjection) 5) incentive (sh!; hush! empty); 6) emotional appraisal ("ugly"); 7) + substantive emotional appraisal ("rascal"); 8) substantive + expres-

sive ("bang"); 9) substantive + emotionally + estimated intensity ("fall in love") (Kiseleva, 1978, p. 83). Obviously, the first three are related to the type of seed informative (denotative) Sema, the others - with the pragmatic. At the same time to determine its type, it is important inner emotional content of the words of his character and the degree of its severity. Accordingly, we can say that the presence of the semantics of words connotative meaning is reflected in its pragmatic function, so that these components are interrelated and interdependent. Often, it is the emotional and evaluative content of the word defines illocutionary force utterance: it "encourages experience this feeling, attitude and is, ultimately, the realization of a certain illocutionary intention (intention), causing in the case of communicative luck corresponding perlocutionary effect" (Telia, 1981, p. 34). Since neutral lexical units in a certain context may acquire emotion (connotation), and, respectively, and the pragmatic function occasional they become similar to the originally emotional units. Furthermore, the emotional unit engaging with each other in a linear relationship in the utterance, emotional to this increase. For example, in the phrase "Well done!" Interjection in conjunction with emotional and evaluative nouns enhances overall emotional statements (cf.: "Well done!"), Sometimes it subjugates word with weaker emotional coloring. For example, words with negative emotional evaluations change it to positive under the influence of standing next to the

words, and vice versa, "Wondrous dog! Rogue "or" poisonous politeness », « terribly beautiful » (Kiseleva, 1978, p. 120). As a part of a pragmatic situation is considered such a thing as a "speech act". Under the speech act is understood speech focused action to be taken in accordance with the principles and rules of verbal behavior adopted in a given society (Arutyunova, 1997 p. 412). Since the speech act - a type of action and it is considered from the point of view of the same categories, as well as any other action: the subject, purpose, method, and tools, tool results, conditions, success and so on. In the speech act involved the speaker and the addressee. By George, Austin speech act created from any of the following components: the utterance of sounds - the construction of statements - statements supply meaning and its correlation with reality - giving focus (illocutionary act) - the impact on the consciousness (perlocutionary act). The functions of the speech act he calls illocutionary forces, which include the target intensity, the way to achieve the target, a feature of the proposition and the individual conditions of the use of the speech act (Austin, 1975, 109). In the speech act in semiotic terms there are four levels: locution, a proposition illocution, perlocution (Austin, p. 16). Of particular importance in the structure of the speech act has acquired the concept of illocutionary function (power), which has the status of a special kind of values that are hierarchically subordinate to the propositional meaning the sum of the

reference and predication. Central to the pragmatic point of view, many scholars recognize it illocutionary act, that it is directly related to its interpretation destination. Still ongoing dispute concerning the connection of the illocutionary and perlocutionary acts; linguists then breed them, and then consolidated in a single unit. In our view, the relationship between these two aspects of the speech act is obvious, since a certain communicative effect should be prepared by certain means, and vice versa. For the formal aspect of the speech act can be attributed linguistic units, intonation, to the content - the value of proposition, pragmatic components (illocutionary function, motive, purpose, strategy impact on the recipient, social and personal characteristics of the participants posts, the emotional state of the participants and perlocutionary effect of communication . In this case, there is often a difficulty in determining the type of speech act, for example, saying "Do not do this," the author tells requests, advises, requires or advises? In this case, an important role in determining the type of speech act plays intentional context as "semantics of individual words and expressions cannot cover all the features at once in a complex speech act". It is a sign of intentional (defined goal, intention) distinguishes illocutionary act of lokutive, and it differs from conventional perlocutionary aspect - selection means for determining exposure. But only in a certain environment situation, the phrase can be interpreted in the sense implied by the au-

thor. So, to the phrase "I now pronounce you husband and wife" had the power, it is necessary that it was delivered at a minimum in the situation of marriage. Realization of emotive language at different levels

In the language of the emotions expressed in the categories of emotion, expressive, emotive or estimates. They are implemented in all the languages at different levels: phonetic, morphological, lexical, word-formative, syntactic, stylistic, textual, and communicative by various means of language. Consider the means of expressing emotion in English. On the phonetic level stand out: 1) the variation of sound, "Oh-oh-oh"; 2) soundwriting: «Knock! Knock! He knocked the door »; 3) alliteration: «Roll down-roll down to Rio ...» ; 4) emphasis: «That 'will not do»; 5) accent and intonation means, with the intonation may depend on the type of offer and the individual, situational wishes of the author's statements : «he looked 'me»; 6) sound repetitions, which, according to some authors, "highlight words, make it non-standard, unusual and, as a consequence, expressive, for example:« to murmur »; 7) distortion of familiar phonetic form "sound-crystal-like», «helter-skelter», «riff-raff». In English, the morphological means of expressing emotions include: delineation of suffixes, transmitting emotive, there is a bit different, primarily due to lack of labor. So, affixes -y, -ie, -let («girlie», «birdie», «kinglet») transmit a positive emotional, and adding an affix to the names -ish im-

age-based with negative adjectives, and sometimes with a contemptuous assessment of «bookish », « doggish ». Among the other significant suffixes negative assessment can be called -ard, -eer, -aster; diminutive affixes create words indicating the small size of the object, as well as playfully caressing attitude: -kin («lambkin»), -let («chicklet»); 2) without affixes method of word formation (most conversion), for example: a) interjection: «he thought he was absolutely oops»; b) the derivation of the generating bases: Wed .: «monstrous», where the main indicator becomes a suffix, and the foundation; c) the transposition of words with metaphoric basics: «to desire» - «desirable»; Complicated additional associations: «supermarket voice» ; d) special category - expressive compound words, which are formed by model syntagmas: «Mister know-all»; d) derived from onomatopoeic and sound-symbolic roots: «murmurous», «to miauw»; e) the archaic prefix is not allocated in a modern language (Indo-European language prefix belong to the expressive: «for-give», «cast-away»; g) fusion when motivated word identical syntactic combinations: «forget-me-not», «mother-in-law»; h) abbreviation: «BEST» (Basic Emotional Structuring Test - A. Kaleri).

The same derivative can act as a result of various derivation processes, wherein semantics including generating emotion words often stored in derivatives cf .: «to thief» - «thief». At the lexical level, stand out:

1) «you are very green, John»;
2) Internal form, including quantitative («little» in the sense of "Young") and quality («dove») expressiveness, transparent («nevermore»), or blacked out («con»), or is lost with time («estimate» - with the word respect);

3) Words with evaluative component: «failure»;

4) Interjection: Usually these words express our feeling such as regret, despair, sorrow, woe, surprise, astonishment etc. In the previous parts we have spoken about interjections which were defined as expressive means of the language. Emotionally colored features of interjections after conscious and intentional intensification of their structural and semantic properties move up to a generalized status and become a stylistic device.

Interjections may be divided into simple and derivative.

Simple interjections: Oh! Ah! Bah! Pooh! Gosh! Hush! Alas! Vow! Eh! Oh!

Derivative interjections: Heavens! Good gracious! Dear me! Good! By the lord! God knows! Bless me! Hum bug! There are a number of adjectives and adverbs which may be classified as interjections. Among them are the following: terrible, awful, great, wonderful, splendid. When they are used as interjections they are not used in their logical dictionary meanings. In most cases they are used in their emotive meanings as intensifiers.

5) The figurative meaning of the word: «exploit» - «feat" and "exploit" for various

reasons: for the area "man" («owl», «donkey»), the characterization of items related to the person («bushy»), by grounds of the nature of human behavior («thick-skinned»), on the person's mental state («to fire»), by the action («to deplume»), the characterization of social conditions («bread») and others (83, p. 101);
 6) A paradoxical inner form: «feisty» - «techy» from «feist» - «evil dog»;
 7) Repeat: «pretty-pretty»;
 8) Proverb: «it rains cats and dogs»;
 9) "folk etymology": «cutlet», «cut» ;
 10) Associative imaginative rethinking of values: «Mother Goose».

Syntax tools include:

- 1) Asyndeton: «The night sprang to flickering daylight with the gun flashes ...»;
- 2) Polysyndeton: «The tent is soaked and heavy, and it flops about, and tumbles down on you, and ...»;
- 3) Inversion: "Out into the bright sunshine stepped Evelyn Coates»;
- 4) Repeat: «... good-bye, Susan, good-bye, a big car, good-bye, a big house, good-bye power»;
- 5) Another ellipsis: «In a blue suit»;
- 6) Subjective modality, which is expressed: a) interjection: «well»; b) opening and modal words: «by the way»; c) word-intensifiers operating amplifying function: «absolutely»; d) Comparative turnover: «He is as mad as a cat that's lost a mouse».
- 7) Distribution - at a certain linear interaction of neutral lexical units become emotional: «no, no».

In the English language are expressive demonstrative pronouns in conjunction with possessive pronouns in postposition: «that rings of yours, that brother of mine».

The textual tools include:

- 1) The variation of the narrative and structure of parts of the text;
- 2) Extension, i.e. the presence in the text of any formal characteristics, focusing the reader's attention to some features of the text. Among the subtypes of nomination can be noted: a) convergence, convergence in one spot beam of stylistic techniques, which leads to disruption of the normal compatibility, for example, instead of the «best friend» - «worst friend»; b) the hierarchy, ordering of text, through which there is a transfer of the maximum signal in a minimum of time;
- 3) Clutch;
- 4) Failed expectations;
- 5) A strong position;
- 6) Game appliqué as "special modification of applicative constructions, built on the principles of the game".

The semantics of emotional words expressed not so much the subject of much attitude. Connotative meaning is the subjective nature of the speech, which manifests itself in the possibility of interpreting the language unit. For example, the word "little eyes" can be as used in the pet and in neglect value. The expressive figurative painting can dominate or sound-symbolic representation («hawk-nosed»), the assessed (, «ardor»), emotional («dove»), quality («bull-faced») Association.

Connotational value not only localized in discrete units of text as a suffix subjective evaluation word, idioms, etc., but also connotation may be present in context and dependent from it. The expressive connotation of the word may be supplemented by such categories as "intensity", which is a potential to actualize the word representation of the subject of a high degree of measure phenomenon or characteristic inherent in the subject, but the very concept of "intensity" does not belong only connotative meanings in nominative words it is associated with denotative content. The structure connotations constituent components may interact with each other. Illocutionary emotional and evaluative words Based on the assertion that in the structure of emotionally-estimated lexicon of nuclear, and, consequently, lead, is it emotional sema, we assume the presence of a certain degree of the illocutionary lexicon. Under illocutionary we followed O.G. Pocheptsov's, ability to understand language units involved in the implementation of speech intention (Pocheptsov, 1986, p. 24), and the degree of emotional and evaluative illocutionary lexicon is considered by us as opposed to the strong and weak positions. This definition is directly position is based on two methods: elimination (omission) or neutralize emotional vocabulary in the statement. With the implementation of these transformations in the absence of any changes (in particular, in the semantic and emotional levels) or if there is almost imperceptible loss sent we qualify as a weak

degree of illocutionary. If there are important semantic and emotional levels of losses we qualify the degree of illocutionary emotionally estimated as a strong vocabulary. The study of the influence of emotional and evaluative vocabulary on the formation of a particular type of speech act, the implementation of a certain type of authorial intention, the extent of its influence on the final result speech-production seems to us promising and interesting. It should be noted that we have not been documented cases of neutralization or elimination of statements consisting of emotional words, originally present in the original emotional vocabulary, which also indicates a very high degree of importance to the realization of intentions. As was shown earlier, the omission of emotional and evaluative words deprives the phrase original meaning: «You poor low-life bastard» (Maugham, 2005, p. 157) - «You ...». «This is a foul place» (Sources of illustrative material, Maugham, 1998, p. 197) - «This is a place». «You're ridiculous, Elliott» (Maugham, 1998 p.56)

CONCLUSION

The language of emotions has limitless possibilities for transferring delicate shades of experiencing what is happening through the assessment of a sensual experience, the impact on the destination of the message and the expression. The variety of emotive language means most clearly evident in the text, so it is cognitive-discursive direction of studying emotive category allows us to consider the various facets of this complex